



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Jessica McLaughlin  
The Scotts Company  
14111 Scottslawn Road  
Marysville, OH 43041

DEC 13 2012

Subject: Label Amendment  
Product Name: 0.08% Meso + Fertilizer  
EPA Registration Number: 538-317  
Application Dated: September 7, 2012  
Decision Number: 470404

Dear Ms. McLaughlin,

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

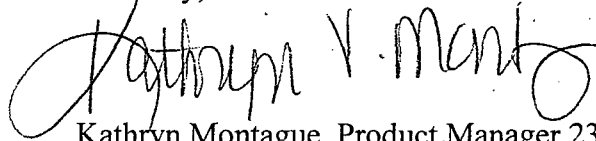
Please note that marketing claims made on the pesticide label must be substantiated by data maintained in your files. If data supporting the marketing claims made on the product label is not available, then those claims must be removed.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the FIFRA and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA §12(a)(1)(E). 40CFR §156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

A stamped copy of your label is enclosed for your records. This label supersedes all previously accepted labels. You must submit one (1) copy of the final printed label before you release the product for shipment. Products released for shipment after eighteen (18) months from the date of this letter or the next printing of the label, whichever occurs first, must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §6(e). Your release for shipment of the product constitutes acceptance of these conditions.

If you have any questions, please contact Emily Hartman of my staff at (703) 347-0189 or [hartman.emily@epa.gov](mailto:hartman.emily@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Kathryn V. Montague". The signature is fluid and cursive, with a large initial "K" and a stylized "M".

Kathryn Montague, Product Manager 23  
Herbicide Branch  
Registration Division (7505P)  
Office of Pesticide Programs

**NOTE:**

***Bold, italicized text is information for the reader and is not part of the label.***  
 [Bracketed information is optional text]. Text separated by / denotes and/or options.  
Underline text is new. ~~Strike through text is being deleted.~~

EPA Reg. No. 538-317

## 0.08% MESO + FERTILIZER

**ACTIVE INGREDIENT:**

Mesotrione[†]	0.08 %
OTHER INGREDIENTS	99.92 %
Total	100.00 %

[†CAS #104206-82-8]

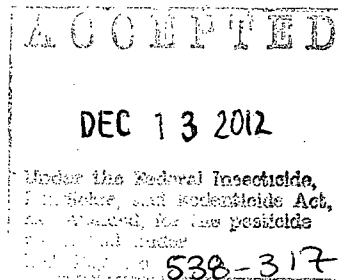
**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

See back / side / top / bottom [panel / label] for additional precautionary statements.

[See back for directions.]

[For residential lawn use only.]



NET WEIGHT/WT. 21.5 LBS (9.75 kg)

Covers / Treats / Feeds / Fertilizes 5,000 sq. ft.

EPA Reg. No. 538-317

EPA Est. No. 538-OH-1 [Superscript used is first letter of run code on end of container]

**CAS #, EPA Reg. No. and EPA Est. No. may appear on front or back panel**

**NOTE:**

EPA Reg. No. 538-317

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**Optional Company Identifier:** Scotts®  
 Scotts® Turf Builder®

**Alternate Brand Names:** Turf Builder® Starter® BRAND Fertilizer with Weed Preventer  
 Turf Builder® Starter® Lawn Food Plus Weed Preventer  
 Turf Builder® Starter® Food for New Lawns Plus Weed Preventer  
 Turf Builder® Starter® New Lawn Food Plus Weed Preventer  
 Turf Builder® Starter® Fertilizer Plus Weed Preventer  
 Turf Builder® Starter® Plus Weed Preventer  
 Turf Builder® Starter® Food for New Grass + Weed Preventer  
 Turf Builder® Starter® Food for Seeding  
 Step 1 for Seeding,  
 Step 1 for Seeding Starter® Fertilizer with Weed Preventer  
 Step 1 for Seeding Starter® Lawn Food with Weed Preventer  
Step 1 for Seeding Starter® Fertilizer with Crabgrass and Weed Preventer  
Step 1 for Seeding Starter® Lawn Food with Crabgrass and Weed Preventer

**Optional Product Descriptors:** New Lawn Food [Plus Weed Preventer]  
 Lawn Food [Plus Weed Preventer]  
 Food for New Lawns [Plus Weed Preventer]  
 Food for New Grass [Plus Weed Preventer]  
 Food for Seeding [Plus Weed Preventer]

[XX-X-X] ***Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.***

**Coverage Examples:**

Bag Weight (lbs)	Coverage (lbs/sq.ft.)	A.I. percent	# A.I. per acre
4.3	1,000	0.08	0.15
12.9	3,000	0.08	0.15
21.5	5,000	0.08	0.15
43.0	10,000	0.08	0.15

**Container weight and coverage area to be based on application rate of 4.3 pounds of product per 1,000 sq. ft.**

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**[First Aid and Environmental Information/Hazards]**

[KEEP OUT OF REACH OF CHILDREN]  
 [CAUTION]

**PRECAUTIONARY STATEMENTS**

**Hazards to Humans and Domestic Animals [icon]**

**Caution:** Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**FIRST AID [icon]**

If in eyes	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor immediately for treatment advice.</li> </ul>
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. [Call: 1-XXX-XXX-XXXX]	

**Environmental Hazards [icon]**

To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn will help to prevent run off to water bodies or drainage systems.

**STORAGE AND DISPOSAL [icon]**

**Pesticide Storage:** Store in a cool, dry place. Reseal bag by [using zip close / using press to close zipper] / [folding top down and securing]

**Container Disposal:** Nonrefillable container. Do not reuse or refill this container. **If Empty:** Place in trash or offer for recycling if available. **If Partly Filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

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**-Begin Directions for Use-**

**[Key Product Facts]**  
**[How and When to Apply]**  
**[Application]**

**Directions for Use**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**- Option 1-  
 Information**

For use on newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.

This product / [0.08% Meso + Fertilizer] is for application to home lawns and applies 0.15 pounds of mesotrione per acre per application. The maximum application rate of mesotrione per treatment site per year is 0.45 pounds. This package applies 4.3 pounds of product per 1,000 sq. ft.

Apply this product / [0.08% Meso + Fertilizer] before watering newly seeded / overseeded / planted grass for the first time.

New weeds will sprout white or turn white and quickly die. This product will not kill existing weeds.

**Use Precautions**

Do not apply this product in a way that will contact any person, or pet either directly or through drift. Keep people and pets out of the area during application. Do not enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry. Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury. Do not apply another pesticide within seven days of an application of this product as turf injury may occur. Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicandra, kikuyugrass, bahiagrass or lippia

**Application Instructions**

Apply on a calm day and lightly water to activate. Apply when temperatures are consistently between 60°F and 90°F. Avoid applying to adjacent flower beds when using a rotary spreader.

This product / [0.08% Meso + Fertilizer] may cause temporary whitening of grass foliage. In general, symptoms appear five to seven days after application and may last up to 14 days. Discoloration is most likely to occur on ryegrass lawns.

**Weeds Prevented [by] [0.08% Meso + Fertilizer]**

**The following claims may be listed on the FPL followed by any or all weeds listed below with [Icon].**

[Prevents these grassy weeds:]

Large crabgrass*	Smooth crabgrass*	
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[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion*	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell*
Carpetweed	Hairy bittercress	Redroot pigweed*
Common chickweed*	Henbit*	Shepherd's-purse*
Common lambsquarters	Parsley piert*	Velvetleaf
Common purslane*	Pennsylvania smartweed	White clover*
Corn speedwell*	Persian speedwell*	Yellow woodsorrel*

[Prevents these sedges:]

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Flatsedge	Yellow nutsedge*	
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**Note to PM – The weeds with the asterisks are the weeds that have 6 week prevention data.**

**- Option 2 – QUICK START GUIDE (LAWNS)-**

[Scotts®] Quick Start Guide

[You're just three [simple] steps away from a beautiful [Scotts®] lawn]

**[Icon – Spreader Dial]**

[Step] [1.]

Fill & Set Spreader

[Scotts® Broadcast / Rotary Spreaders X]

[Scotts® Drop Spreaders X]

[See [below for] spreader settings / instructions [for additional spreader descriptions and settings]]

[Use only with Scotts® Spreaders.]

[Scotts® products are designed to work with Scotts® spreaders.]

[For additional spreader settings, [please] call 1-800-543-TURF (8873).]

**[Icon – Lawn]**

[Step] [2.]

Apply

Apply to dry lawn and / then [lightly] water to activate

Follow [Directions for Use] / [When and Where To Use Directions] below

**[Icon – Broom]**

[Step] [3.]

Clean-Up

[To keep lawn products from reaching storm sewers / drains, sweep or blow any stray particles off hard surfaces and back onto grass / lawn.]

**[Other Things You Should Know]**

For home lawns only

[Only apply to listed grass types]

This product applies 0.15 pounds of mesotrione per acre per application

The maximum application rate of mesotrione per treatment site per year is 0.45 pounds

This package applies 4.3 pounds of product per 1,000 sq. ft.

[See below for list of weeds prevented]

**Where to apply**

Apply to newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.

**When to apply**

Apply on a calm day

Apply this product / [0.08% Meso + Fertilizer] before watering newly seeded / overseeded / planted grass for the first time

Apply when temperatures are consistently between 60°F and 90°F

**How to apply**

[Follow spreader instructions]

Avoid application to adjacent flower beds when using a broadcast / rotary spreader

**What to expect**

New weeds will sprout white or turn white and quickly die

This product will not kill existing weeds

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This product may cause temporary whitening of grass foliage. Symptoms typically appear 5 to 7 days after application and may last up to 14 days  
 Discoloration is most common on ryegrass

**Use Precautions**

Do not apply this product in a way that will contact any person, or pet either directly or through drift. Keep people and pets out of the area during application  
 Do not enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry  
 Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury  
 Do not apply another pesticide within seven days of an application of this product as turf injury may occur  
 Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicandra, kikuyugrass, bahiagrass or lippia

**Weeds Prevented** [by] [0.08% Meso + Fertilizer]

**The following claims may be listed on the FPL followed by any or all weeds listed below [with Icon].**

[Prevents these grassy weeds:]

Large crabgrass*	Smooth crabgrass*	
------------------	-------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion*	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell*
Carpetweed	Hairy bittercress	Redroot pigweed*
Common chickweed*	Henbit*	Shepherd's-purse*
Common lambsquarters	Parsley piert*	Velvetleaf
Common purslane*	Pennsylvania smartweed	White clover*
Corn speedwell*	Persian speedwell*	Yellow woodsorrel*

[Prevents these sedges:]

Flatsedge	Yellow nutsedge*	
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**Note to PM – The weeds with the asterisks are the weeds that have 6 week prevention data.**

**- Option 3 – HANDHELD SHAKER JUG WITH APPLICATOR (LAWNS)-**

[You're just four / (a few) short / quick steps away from a beautiful [Scotts®] lawn]

- [Step] [1.] – Flip [Icon]: Remove seal under cap. Flip spout from cap.
- [Step] [2.] – Tilt [Icon]: Tilt bottle to [be at a 90° angle with the ground] / [be parallel with ground].
- [Step] [3.] – Apply [Icon]: Apply to dry lawn. Walk at a steady pace and shake bottle side-to-side using wrist. For uniform coverage apply product in rows as you move across the lawn overlapping the rows by a few inches. For best results [maintain a 90° angle] / [keep jug / bottle parallel with ground] during / at all times during application. Lightly water to activate.
- [Step] [4.] – Clean Up [Icon]: [To keep lawn products from reaching storm sewers / drains, sweep or blow any stray particles off hard surfaces and back onto grass / lawn.]

[Art: show full tennis court image with proper coverage for demonstration]

**[Other Things You Should Know]**

For home lawns only  
 [Only apply to listed grass types]



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This product applies 0.15 pounds of mesotrione per acre per application  
The maximum application rate of mesotrione per treatment site per year is 0.45 pounds  
This package applies 4.3 pounds of product per 1,000 sq. ft.  
[See below for list of weeds prevented]

**Where to apply**

Apply to newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.

**When to apply**

Apply on a calm day

Apply this product [0.08% Meso + Fertilizer] before watering newly seeded / overseeded / planted grass for the first time

Apply when temperatures are consistently between 60°F and 90°F

**How to apply**

[Follow spreader instructions]

Avoid application to adjacent flower beds when using a broadcast / rotary spreader

**What to expect**

New weeds will sprout white or turn white and quickly die

This product will not kill existing weeds

This product may cause temporary whitening of grass foliage. Symptoms typically appear 5 to 7 days after application and may last up to 14 days

Discoloration is most common on ryegrass

**Use Precautions**

Do not apply this product in a way that will contact any person, or pet either directly or through drift. Keep people and pets out of the area during application

Do not enter or allow people or pets to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry

Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury

Do not apply another pesticide within seven days of an application of this product as turf injury may occur

Do not apply to St. Augustine[grass], bentgrass, bermudagrass, zoysiagrass, dicandra, kikuyugrass, bahiagrass or lippia

**Weeds Prevented [by] [0.08% Meso + Fertilizer]**

**The following claims may be listed on the FPL followed by any or all weeds listed below [with Icon]**

[Prevents these grassy weeds:]

Large crabgrass*	Smooth crabgrass*	
------------------	-------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion*	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell*
Carpetweed	Hairy bittercress	Redroot pigweed*
Common chickweed*	Henbit*	Shepherd's-purse*
Common lambsquarters	Parsley piert*	Velvetleaf
Common purslane*	Pennsylvania smartweed	White clover*
Corn speedwell*	Persian speedwell*	Yellow woodsorrel*

[Prevents these sedges:]

Flatsedge	Yellow nutsedge*	
-----------	------------------	--

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**Note to PM – The weeds with the asterisks are the weeds that have 6 week prevention data.**

**- Option 4 – QUICK START GUIDE (LAWNS)-**

[Scotts] Quick Start Guide: You're just [three] [four] simple steps away from a beautiful Scotts® Lawn.

**[Icon – Spreader Dial]**

**[Step 1] Fill & Set Spreader**

[Scotts® Broadcast / Rotary Spreaders \_\_\_\_\_ X]  
[Scotts® Drop Spreaders \_\_\_\_\_ X]  
[For additional spreader settings, please call 1-800- 543-TURF (8873)]

**[Icon – Lawn]**

**[Step 2] Apply**

[For even application, walk at a steady pace slightly overlapping each pass.]  
[Scotts® Drop Spreaders: Align hopper arrow with previous wheel track.]  
[Scotts® Broadcast / Rotary Spreaders: Line up each pass approximately 5 ft..from wheel track.]  
Apply to a dry lawn, then lightly water to activate.  
[Refer to the where / when to apply instructions below.]

**[Icon – Broom]**

**[Step 3] Clean-Up**

[Return unused product to original container.]  
[To keep lawn products from reaching storm sewers / drains, sweep or blow any stray particles off hard surfaces and back onto lawn.]

**[Icon – Legs Walking Into Lawn]**

**[Step 4] [Enjoy!]**

**Where to Apply**

- [For home lawns only]
- [Can be used when planting grass seed, sod, [sprigs], or plugs.]
- Apply to newly seeded, overseeded, or newly planted Kentucky bluegrass, tall fescue, perennial ryegrass, centipedegrass, as well as fine, spreading and creeping red fescues.
- Do not apply to St. Augustinegrass, bentgrass, bermudagrass, zoysiagrass, dicentra, kikuyugrass, bahiagrass, or lippia.

**[When to Apply]**

- [Apply this product before watering newly planted grass for the first time.]
- [Apply when temperatures are consistently between 60°F and 90°F.]
- [Apply on a calm day.]

**What to Expect**

- New weeds will sprout white or turn white and quickly die.
- This product will not kill existing weeds.
- This product may cause temporary whitening of grass foliage. Symptoms typically appear 5 to 7 days after application and may last up to 14 days. Discoloration is most common on ryegrass.

**Use Precautions**

- Do not apply this product in a way that will contact any person, or pet either directly or through drift.
- Lawn is safe to re-enter once the product has been watered-in and the surface is dry.
- [Avoid application to adjacent flower beds when using a broadcast / rotary spreader.]
- Do not use this product on flowers, shrubs, trees, fruit or vegetable plants. Cana, day lilies and irises are especially susceptible to injury.

**NOTE:**

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- Do not apply another pesticide within seven days of an application of this product, as turf injury ~~or~~ lawn damage may occur.

**Other Things You Should Know:**

- This product applies 0.15 pounds of Mesotrione per acre per application
- The maximum application rate of Mesotrione per treatment site per year is 0.45 pounds
- This package applies 4.3 pounds of product per 1,000 sq. ft.

**Weeds Prevented [by] [0.08% Meso + Fertilizer]**

***The following claims may be listed on the FPL followed by any or all weeds listed below [with Icon]***

[Prevents these grassy weeds:]

Large crabgrass*	Smooth crabgrass*	
------------------	-------------------	--

[Prevents these broadleaf weeds:]

Broadleaf plantain	Dandelion*	Pokeweed
Buckhorn plantain	Ground ivy	Purslane speedwell*
Carpetweed	Hairy bittercress	Redroot pigweed*
Common chickweed*	Henbit*	Shepherd's-purse*
Common lambsquarters	Parsley piert*	Velvetleaf
Common purslane*	Pennsylvania smartweed	White clover*
Corn speedwell*	Persian speedwell*	Yellow woodsorrel*

[Prevents these sedges:]

Flatsedge	Yellow nutsedge*	
-----------	------------------	--

***Note to PM – The weeds with the asterisks are the weeds that have 6 week prevention data.***

**-End Directions for Use -**

**Spreading Settings/Information/Tips**

[This package applies 4.3 lbs of product per 1,000 sq. ft.]  
 [Covers X,XXX sq. ft.]

Apply header strips. Then apply product in longest direction of lawn. For best results, use a Scotts® spreader. Shut off spreader or stop each time you reach a header strip.

[Spreader]	[Setting]
<b>Scotts® Broadcast/Rotary Spreaders</b>	
<b>Turf Builder® Edgeguard® DLX, Turf Builder® Edgeguard® Mini, Scotts Basic™, Standard™, Deluxe™ Edgeguard®, Lawn Pro® or SpeedyGreen®</b> Each pass should be within 5 feet of each other to ensure an overlap.	XX
<b>Scotts EasyGreen®</b> Make each pass about 30 inches from previous pass to overlap spread width	XX
<b>Scotts Drop Spreaders</b>	
<b>Scotts AccuGreen® Spreaders</b> Make sure spreader wheel completely overlaps previous wheel marks.	XX

For additional spreader settings, please call 1-800-543-TURF (8873).

**FERTILIZER GUARANTEE INFORMATION**

***The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.***

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**GUARANTEED ANALYSIS**

**0.08% Meso + Fertilizer**

XX-XX-XX (*insert N-P-K ratio*)

FXXX (*insert FL Fertilizer License No.*)

Total nitrogen (N) ..... XX%  
    X.X% ammoniacal nitrogen  
    X.X% urea nitrogen  
    X.X% other water soluble nitrogen\*  
    X.X% water insoluble nitrogen  
Available phosphate (P<sub>2</sub>O<sub>5</sub>) ..... XX%  
Soluble potash (K<sub>2</sub>O) ..... XX%  
Calcium (Ca) ..... X%  
Magnesium (Mg) (Total) ..... X%  
    X.X% water soluble magnesium (Mg)  
    X.X% chelated magnesium (Mg)  
Sulfur (S) ..... X%  
    X.X% combined sulfur (S)  
    X.X% free sulfur (S)  
Boron (B) (Total) ..... X%  
Copper (Cu) (Total) ..... X%  
    X.X% water soluble copper (Cu)  
    X.X% chelated copper (Cu)  
Iron (Fe) (Total) ..... X%  
    X.X% water soluble iron (Fe)  
    X.X% chelated iron (Fe)  
Manganese (Mn) (Total) ..... X%  
    X.X% water soluble manganese (Mn)  
    X.X% chelated manganese (Mn)  
Molybdenum (Mo) ..... X%  
Zinc (Zn) (Total) ..... X%  
    X.X% water soluble zinc (Zn)  
    X.X% chelated zinc (Zn)

[Chlorine, not more than ..... X%]

Derived from: [*insert ingredients as required to comply with State fertilizer regulations*]

[\*Contains X.X% slowly available *insert source of slowly available nitrogen consistent with State fertilizer regulations*]

[Florida Annual Fertilizer Applications

On centipede lawns, do not exceed rate of 2 lbs. of Nitrogen per 1,000 sq. ft. in the north and 3 lbs. of Nitrogen per 1,000 sq. ft. in the central and south. On Bahia lawns, do not exceed rate of 3 lbs. of Nitrogen per 1,000 sq. ft. in the north.]

[North Florida is north of Ocala. Central Florida is defined as south of Ocala to a line extending from Vero Beach to Tampa. South Florida includes the remaining southern portion of the state.]

Information regarding the contents and levels of metals in this product is available on the internet at  
<http://www.regulatory-info-sc.com> [or: <http://www.aapfco.org/metals>]

**OPTIONAL TEXT AND CLAIMS**

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**The following pesticidal, fertilizer or general benefit claims may appear on any label panel.**

**Appropriate fertilizer, formula and company specific information will be inserted on Final Printed Label to replace "X"**

**Claims preceded by "new" will only use "new" for six (6) months in accordance with Federal and State regulations**

**What to Expect**

- Weeds may emerge white, or emerge green and quickly turn white, but will soon wilt and die
- New weeds will sprout white or turn white and die
- Some grass types may temporarily have white blades, but will [soon] grow in thick and green

**General Claims**

- [0.08% Meso + Fertilizer] Gives / Provides newly planted / seeded / overseeded / new grass the food / proper nutrition it needs to grow [in] [sooner / faster / quicker, thicker, and with less water] / [quicker and thicker] than unfed grass while also preventing some of the most bothersome weeds like **insert any listed weed** [from spoiling / choking / ruining your [fresh new] grass]
- [Use] [0.08% Meso + Fertilizer] [when growing new grass / seeding to] prevent[s] some of the most bothersome weeds like **insert any 6 week prevention weed from weed list** for up to 6 weeks while also giving / providing new grass the food / nutrition / essential nutrients it needs to grow [in] [sooner / faster / quicker, thicker, and with less water] / [quicker and thicker] than an unfed lawn
- 0.08% Meso + Fertilizer is a 2 in 1 solution for new grass. It prevents some of the most bothersome weeds like **insert any 6 week prevention weed from weed list** for up to 6 weeks while also giving new grass / grass seed the food it needs to grow [in] [sooner / faster / quicker, thicker, and with less water] / [quicker and thicker] than an unfed lawn
- With [0.08% Meso + Fertilizer] [**Icon**] – Without [0.08% Meso + Fertilizer] [**Icon**] – **Note to PM: this claim will be a side by side image of a lawn that was treated with 0.08% Meso + Fertilizer after seeding and a lawn that was not treated with 0.08% Meso + Fertilizer after seeding.**
- Fed [**Icon**] – lawn fed with 0.08% Meso + Fertilizer] – Unfed [**Icon**] – unfed lawn]
- **Icon** – lawn fed with 0.08% Meso + Fertilizer
- Safe for seeding [**Icon**]
- Safe for new grass [**Icon**]
- Won't harm new grass / seedlings / newly planted grass / grass seed [**Icon**]
- Designed to improve seeding success / results [**Icon**]
- [Also] great for [planting] [grass] seed / sod / sprigs / [grass] plugs [**Icon**]
- Improves seeding results / performance [Guaranteed] [**Icon**]
- Planting Grass? Start it off Right [with 0.08% Meso + Fertilizer]

**Application Claims**

- [New!] [Ideal for] [Use when / for] [Apply when] [planting new] grass / seed / sod / sprigs / plugs / seeding / sodding / sprigging / plugging / overseeding / reseeding
- [New!] Use when patching [bare spots], overseeding / reseeding, or establishing a new lawn
- [New!] [Use] for / when repairing bare spots, overseeding / reseeding, planting a new lawn
- [New!] [0.08% Meso + Fertilizer]
- Feeds new seed & sod
- Grows new seed / sod / grass thicker & quicker
- Apply when overseeding / reseeding / growing / planting [new grass] / [grass seed]
- For use when growing / establishing / seeding new grass!
- For best results, apply to a dry lawn then lightly water in

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- [Specially] designed [for] / [to be used when] [seeding] / [planting [new] grass seed / overseeding / reseeding / sod / sprigs / plugs]
- Can be used when planting grass seed / sod / sprigs / grass plugs [**Icon**]
- Use with Scotts® Turf Builder® Grass Seed!
- Use when repairing bare areas, overseeding / reseeding or establishing a new lawn

**Overarching Claims**

- [Developed / Formulated to give you [the]] / [For] Scotts [best / ultimate] [seeding / sodding] experience / success [[in] growing / establishing new grass]!
- [Get Scotts best / ultimate seeding / sodding experience [[in] growing / establishing new grass]!
- ~~[Exclusive formula] / [New technology] / [Scotts technology / innovation] enables a successful [seeding / sodding] experience [[in] growing / establishing new grass]!~~
- [Exclusive formula] / [New technology] / [Scotts technology / innovation] is changing the seeding / sodding experience [in / for growing / establishing new grass]!
- Only Scotts can bring / give / enable you [to have] this [seeding / sodding] experience / success [[in] growing / establishing new grass]!
- Guaranteed to give you [your best] [seeding / sodding] experience [in growing / establishing new grass]!
- Have / Get success with [Scotts] 0.08% Meso + Fertilizer
- Contains the / an [exclusive formula] / [new technology] / [Scotts technology] / [Scotts] innovation] to help you succeed / [have / get Scotts best / ultimate [seeding / sodding] experience / success [[in] growing / establishing new grass]!
- For Scotts best / ultimate experience / success [in] growing / establishing new grass[, choose 0.08% Meso + Fertilizer]!
- ~~Enables you to have Scotts best / ultimate seeding / sodding experience / success [[in] growing / establishing new grass]!~~
- [New] [0.08% Meso + Fertilizer] for Scotts best / ultimate success / experience in weed prevention while growing new grass!
- For use on [**insert any listed grass type**] northern lawns

**Fertilizer Claims**

- Build / Grow a better lawn with / using less water than an unfed lawn
- Builds / Grows / Promotes thick, green turf / lawns / grass [from the roots up]
- Builds stronger, deeper roots [for winter / spring]
- Promotes [a] deep, even greening
- Feeds and strengthens [lawn / new grass] [against heat and drought]
- ~~Feeds new grass and gives / provides / replenishes [your / the / existing] [grass / lawn / turf / green space] [with] nutrients it needs to recover [faster] [from summer stress] / [after / from winter] / [after / from dormancy]~~
- ~~Feed new grass and gives / provides / replenishes [your / the / existing] [grass / lawn / turf] [with] nutrients it needs [to recover faster from drought / for a faster drought recovery]~~
- ~~[0.08% Meso + Fertilizer] works below the soil to promote root development [which strengthens and thickens the lawn.]~~
- See a thicker, greener lawn next spring
- Starts working immediately
- Feeds new grass and strengthens / fortifies your existing lawn's root system
- Feed new grass and strengthen / fortify [your / the / existing] grass / lawn / turf / [green space] for faster drought recovery
- Thickens [the] lawn to [help] crowd out weeds / moss
- Feeds up to 2 months/ **8 weeks**!
- ~~Helps develop a deep and dense root system, your lawn's source of strength~~
- ~~Contains essential nutrients needed for a vigorous lawn~~
- Promotes root growth and accelerated grass development
- Contains nutrients your new grass needs to thrive
- ~~Use when overseeding / reseeding to feed new grass and give entire lawn a root development boost~~

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- [0.08% Meso + Fertilizer] helps new grass develop a healthy root system that helps protect it from [heat & drought] / [summer stresses]
- ~~[0.08% Meso + Fertilizer] helps protect new grass from [tough [southern]] [heat & drought] / [summer stresses] [and recover from drought]~~
- Grow/build a better **[insert any listed grass type]** lawn with / using less water.\* \*vs an unfed lawn
- Builds / grows / promotes thick green grass / **[insert any listed grass type]** [from the roots up]
- Build stronger / deeper roots [that use water [and nutrients] better / more efficiently]
- Contains timed / controlled / extended / [slow-release] nitrogen [for extended **[insert any listed grass type]** feeding]
- Feed new **[insert any listed grass type]** / grass/ lawn.
- ~~Helps feed and strengthen new and existing grass for faster drought recovery~~
- Feeds new grass and helps existing grass lawn repair / recover from summer [drought] / heat damage [to lawns]
- ~~[Scotts] timed / controlled / extended / slow-release formula / fertilizer spoon-feeds nitrogen~~
- [Patented / Exclusive timed / controlled / extended / slow / -release formula / fertilizer] builds / grows thick, green **[insert any listed grass type]** lawns from the roots up without burning your lawn [guaranteed]!
- ~~Provides / Delivers the key / essential / critical [macro] nutrients for a lush / thick / beautiful / green / great / strong [Southern / Texas / Florida] / **[insert any listed grass type]** lawn~~
- ~~Helps protect / replenish your lawn over the winter [and builds a [foundation for a better lawn next spring] / [foundation for long-lasting vitality] / [strong, long-lasting foundation]~~
- Quick greening and extended feeding [for a lush / thick / beautiful / green / strong / great [Southern / Texas] lawn.]
- ~~See a thicker, greener lawn next spring~~
- ~~Starts working immediately~~
- Timed / controlled / extended / slow / -release nitrogen won't burn your lawn [or cause surge growth]
- ~~Helps Promote your / the strongest lawn~~
- [Contains] Essential nutrients for a[n] better / stronger / more durable / resilient / improved lawn.
- [0.08% Meso + Fertilizer] [Contains essential food / nutrients needed to] establish [s] / grow [s] [new] grass quicker / sooner / faster and thicker
- [0.08% Meso + Fertilizer] [Contains essential food / nutrients needed to] enable [s] / grow [s] [new] grass [to grow / come in / establish] quicker / sooner / faster, thicker and able to endure tougher conditions than an unfed lawn
- [0.08% Meso + Fertilizer] Provides [a full feeding] [of essential nutrients] that helps / enables / establishes new grass / seedlings / sod [to establish] grass quicker / sooner / faster / thicker and [able to] endure tougher conditions than an unfed lawn
- ~~[0.08% Meso + Fertilizer] Provides [a full feeding] [of essential nutrients] needed to help new grass / seed / sod thrive / [grow a deep and dense root system] / [establish quickly] / [quicker / sooner / faster and thicker] / [and better able to withstand tough conditions like heat / drought / high traffic / tough winters than an unfed lawn]~~
- [0.08% Meso + Fertilizer] Helps new grass withstand tough conditions like heat / drought / high traffic / tough winters than an unfed lawn
- [0.08% Meso + Fertilizer] Accelerates / [Jump starts] grass / seed / sod development [so grass / it establishes quicker / sooner / faster and thicker]
- Accelerates root development so grass grows in thick and able to endure tough conditions than an unfed lawn
- [0.08% Meso + Fertilizer] Improves hardiness of new grass / seed / sod / sprigs / plugs [[to help it] / [and its ability to] endure tough conditions than an unfed lawn]
- ~~[0.08% Meso + Fertilizer] Gives new Texas / Pennsylvania / mountain / coastal / southern / [Pacific Northwest] / Northeast / Midwest / Mid-Atlantic / Southeast / Southwest grass / lawns the food / nutrients they need to withstand [tough conditions] / [tough heat / drought / [high traffic]] / [tough winters] than an unfed lawn /~~
- [0.08% Meso + Fertilizer] Establishes grass quicker / sooner / faster, so you [have fewer days of watering] / [can save water, time and money] / [are able to use less water]
- ~~[0.08% Meso + Fertilizer] makes / enables you [to be] more successful at establishing new grass that is better able to withstand [tough] [Texas / Pennsylvania / mountain / coastal / southern / [Pacific Northwest] / Northeast / Midwest / Mid-Atlantic / Southeast conditions] [like heat / drought / [tough winters]] / [weeds] than an unfed lawn~~
- [0.08% Meso + Fertilizer] starts working immediately for thick, green grass in days!

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- Contains essential nutrients your lawn needs to establish faster, thicker and [able to] endure tougher conditions than an unfed lawn
- [Contains] timed / slow / controlled-release nitrogen for extended, even feeding
- Contains timed / slow-release / controlled / extended release nitrogen [for extended feeding and greening]
- ~~Mixed-grass / lawn [type] formula~~
- New / Improved [Formula]
- ~~Timed / slow / controlled / extended-release feeding~~
- [Specially] formulated to provide consistent, even feeding over an extended period of time
- ~~Recover, Replenish, Rebuild [with] [0.08% Meso + Fertilizer]~~
- ~~Works on mixed lawns~~
- [**Icon**] grass and / or roots, untreated lawn, treated lawn
- A lawn with a deep and dense root system is better able to absorb water and nutrients, so it [needs less] / [makes the most of every drop]!
- Improves lawns ability to absorb water and nutrients [than an unfed lawn.]
- ~~Scotts Water Smart™ fertilizer[s] helps your lawn build strong deep roots that use water more efficiently and can reach down to stores of water in the soil~~
- [[Scotts] Water Smart™] fertilizer[s] improves lawn's ability to absorb water and nutrients than an unfed lawn
- [Water Smart®] Make[s] the most of every drop™
- Fall means [Warm Soil] [Cooler Air] [More Precipitation]. 0.08% Meso + Fertilizer works with [these] Fall conditions to build and strengthen roots [protect from Winter] and develop a stronger / better foundation for next year
- Well fed lawns are more efficient at using available water [and nutrients]
- Feeds new grass [**Icon**]
- Grows New Grass 70% Thicker & 45% Quicker\* \*vs. unfed [**Icon**]
- Grows New Grass 70% Thicker\* \*vs. unfed [**Icon**]
- Grows New Grass 45% Quicker\* \*vs. unfed [**Icon**]
- Grows New Grass Thicker & Quicker[\* \*vs. unfed] [**Icon**]

**Weed Claims**

- ~~Prevents [crabgrass] / [dandelions] / [chickweed] / [common purslane] / [henbit] / [parsley piert] / [redroot pigweed] / [shepherd's-purse] / [speedwell] / [white clover] / [yellow nutsedge] / [yellow woodsorrel] for up to 6 weeks!~~
- 0.08% Meso + Fertilizer prevents **insert any listed weed**
- Stops **insert any listed weed** / [listed grassy / broadleaf weeds] before they start
- ~~Improved / better grassy / weed / [insert any listed weed] prevention over / than Scotts® Starter® Fertilizer with Crabgrass Preventer~~
- New [and Improved] [weed prevention / control] formula / technology
- ~~Patented / Exclusive formula prevents weeds that other seed starting fertilizers with weed preventers miss~~
- Contains Scotts exclusive [new][active] / [weed prevention technology]
- ~~Contains new weed prevention technology, exclusive to Scotts®!~~
- Prevents tough weeds like crabgrass, dandelions
- Prevents **insert any listed weed** while feeding new / existing grass
- [0.08% Meso + Fertilizer] [enables you to] prevent[s] new weeds / **insert any listed weed** from ruining your [fresh] new grass!
- The only fertilizer for establishing new grass that [not only] prevents [listed] [crabgrass / grassy weeds]] [but also] [broadleaf weeds] [such as] [**insert any listed broadleaf weed**]
- [Problem solving] / [2 in 1 solution] / [0.08% Meso + Fertilizer]] Does what no other seeding / sodding / seed / sod / [starting] fertilizer [for new grass] can do, [prevents [listed] grassy / **insert any listed grassy weed** and broadleaf [weeds] / **insert any listed broadleaf weed**]/[crabgrass and dandelion] / [while caring for new grass / seed / sod]
- [Use [0.08% Meso + Fertilizer]] [to] [prevent **insert any listed weed** [while seeding / overseeding / reseeding / sodding]/[establishing new grass]] [this spring / fall]



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- The Scotts best / ultimate seeding / overseeding / reseeding / sodding / seed / sod [starting] fertilizer that prevents weeds / [grassy / broadleaf weeds] / ~~[insert any listed weed]~~ while seeding / [growing / establishing new grass] [this fall / spring]
- [Scotts [0.08% Meso + Fertilizer]] has been developed to prevent [listed] [grassy and broadleaf] / [crabgrass and dandelions] weeds while seeding / overseeding / reseeding / growing new grass
- Prevents problem / fall / spring weeds like **insert any listed weed** [when overseeding / reseeding] / while establishing new grass
- Use 0.08% Meso + Fertilizer to prevent [new weeds] **insert any listed weed** [for up to 6 weeks] while establishing thick / lush / durable / new grass – **Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork.**
- ~~Creates a barrier that prevents grassy / broadleaf / weeds like insert select listed weed [for 6 weeks] [while seeding / [establishing / growing new grass]] [from choking new grass]~~
- [0.08% Meso + Fertilizer] Prevents weed seeds in the soil and those [that come in] from / in the air from growing / spoiling / ruining [your [fresh] new grass] (See back panel for weed list)
- [0.08% Meso + Fertilizer] Prevents weed seeds in the soil and those [that come in] from / in the air [for up to 6 weeks] [while growing fresh new grass] (See back panel for weed list)
- Protects [newly seeded] areas [you are growing grass] from [new weeds] / [grassy and broadleaf weeds] like **insert any listed weed**
- [Just] one application prevents weeds like **insert any listed weed** [for [up to] 6 weeks] [while growing / establishing new grass] – **Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork.**
- [Just] one application prevents [XX] **insert number of weeds listed on final printed labeling** weeds [such as **insert any listed weed**] [for [up to] 6 weeks] – **Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork.**
- A better seeding experience\* (\*vs. Scotts® Starter® Fertilizer with Crabgrass Preventer)
- Prevents [a wide range of] / [some of the most bothersome] / [hard to kill] weeds like **insert any listed weed** [while growing / establishing new grass / overseeding / reseeding]
- Use when overseeding / reseeding to prevent [a wide range of] / [the most bothersome] / [hard to kill] weeds like **insert any listed weed** throughout the lawn [while feeding / growing / establishing new / existing grass]
- ~~Prevents [a wide range of] [ugly] hard to kill weeds like insert any listed weed [before they take] / [from taking] root in your fresh new / [newly planted] grass~~
- Prevents [a wide range of] ugly, hard to kill weeds like **insert any listed weed** while growing new grass
- Use when overseeding / reseeding to prevent [a wide range of] ugly, hard to kill weeds like **insert any listed weed** throughout the lawn while feeding new / existing grass
- ~~[For a] [strong / thick / beautiful / lush / green] new lawn / grass / turf / green space [protected from new weeds] (See back panel for weed list)~~
- Enjoy thick [new grass] / lawn, and prevent new weeds! (See back panel for weed list)
- ~~Grow [a] strong / thick / beautiful / lush/green lawn / grass / [green space] and prevent new weeds (See back panel for weed list)~~
- Grow a stronger / thicker / [more beautiful] / plusher / greener lawn / grass / [green space] and prevent new weeds, guaranteed!\* (See back panel for weed list) \*vs an untreated lawn
- All you need to grow thick grass, and prevent new weeds (See back panel for weed list)
- [photo] treated, seeded plot
- [photo] untreated, seeded plot
- Prevents weeds [for [up to] 6 weeks] **[Icon]**
- Feeds new grass & prevents weeds [for [up to] 6 weeks] **[Icon]**
- 2-in-1 formula feeds new grass and prevents weeds [for [up to] 6 weeks] **[Icon]**
- Apply to feed new grass and prevent weeds [for [up to] 6 weeks] **[Icon]**
- Grows Grass, Not Weeds **[Icon]**
- Stops new weeds before they start **[Icon]**
- Prevents crabgrass, dandelions, and XX **insert number of weeds listed on final printed labeling** / other weeds [from invading your new grass] [for [up to] 6 weeks] **[Icon]** – **Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the number will not exceed the 15 weeds that have 6 week data.**
- Prevents crabgrass and dandelions from invading [your] new grass [for [up to] 6 weeks] **[Icon]**

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- Prevents [*Insert any listed weed*][for [up to] 6 weeks] [*Icon*] – ***Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork.***
- Prevents more than [XX] [*Insert number of weeds listed on final printed labeling*] weeds [for [up to] 6 weeks] [*Icon*] – ***Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the number will not exceed the 15 weeds that have 6 week data.***
- Prevents [weeds] / [*Insert any listed weed*] [from growing in] / [from invading] [newly seeded areas] / [newly planted grass] / [new grass] [for [up to] 6 weeks] [*Icon*] – ***Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork.***
- Prevents some of the most bothersome weeds like *insert any listed weed* without harming new grass [seedlings] [unlike ordinary crabgrass and broadleaf weed control products]
- Prevents tough [fall / spring] weeds like *insert any listed weed*
- Prevents [XX] [*Insert number of weeds listed on final printed labeling*] weeds, [including [*insert any listed weed*][for up to 6 weeks] – ***Note to PM: If the “for up to 6 weeks” portion of the claim is used, then the 6 week prevention weeds from the weed list will be used on the artwork and the number will not exceed the 15 weeds that have 6 week data.***
- Prevent[s] weeds when seeding / reseeding / overseeding / planting sod / planting new grass [for up to 6 weeks]
- Seed it, Feed it, [and] Weed it with *insert product name*
- Plant new grass / overseed / reseed / seed [your lawn] and prevent weeds with *insert product name*
- *Insert product name* allows you to plant new grass / seed and [still] prevent weeds [at the same time].
- With *insert product name* you can plant new grass and prevent weeds [at the same time].

**Packaging Claims**

- Easy open resealable bag
- Easy open, easy close
- Easy [to] pour
- [Just] flip, tilt, feed
- [Just] shake and / 'n feed
- [Made for] small / medium / large lawns
- [New] Built-in spreader / applicator
- [New] easy-to-carry handle
- [New] easy-to-carry size
- [Perfect] [size] for small lawns
- Reclosable bag
- Small / medium / large
- Zip close

**Seasonal Product Application Claims**

- [Scotts®] Recommended Annual Feeding / Lawn Care Program
- Scotts recommends / We recommend the following [annual] [program]
- Plan your feeding schedule
- Choose the right product for your lawn
- There's a Scotts® product for every need
- Use any of these products to keep your lawn looking great all season
- How often should I feed my lawn?
- Just like your body needs nutrients to thrive, your lawn needs a regular supply of nutrients to stay thick and strong. So, for a thick, beautiful Scotts lawn that can stand up to heat, drought, wear and tear, we recommend feeding every 6-8 weeks.
- For best results, apply [the] Scotts® Annual Lawn [Care] Program
- For best results, apply a Scotts® [lawn fertilizer] product four times a year
- For best results, apply a Scotts® [lawn fertilizer] Annual Program
- Feed four times a year for your best lawn
- Feed regularly [with Scotts®] for your best lawn
- No more guesswork. You simply apply the right product – one step at a time

19/23

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- Each step designed to the specific season to help give you a greener lawn

To Feed	To Kill Weeds	To Feed	To Kill Bugs	To Prepare for Winter
Anytime <b>Icon</b>	Early Spring <b>Icon</b> February - April	Late Spring <b>Icon</b> April - June	Summer <b>Icon</b> June - August	Fall <b>Icon</b> September - November

**-OR-**

- [Artwork] Any Season  
 Apply any season if weeds or bugs are not a problem: [Scotts® Turf Builder® Lawn Fertilizer] / [**Insert Brand Name**]
- [Artwork] Early Spring – February-April  
 [If weeds are not a problem:] [Scotts® Turf Builder®] / [**Insert Brand Name**]  
 [Artwork] To prevent crabgrass: [Scotts® Turf Builder® with Halts® Crabgrass Preventer] / [Scotts® Super Turf Builder® with Halts® Crabgrass Preventer] / [**Insert Brand Name**]
- [Artwork] Late Spring – April-June  
 [If weeds are not a problem:] [Scotts® Turf Builder®] / [**Insert Brand Name**]  
 [Artwork] If you have weeds: [Scotts® Turf Builder® with Plus 2® Weed Control] / [Scotts® Super Turf Builder® with Plus 2® Weed Control] / [**Insert Brand Name**]
- [Artwork] Summer – June-August  
 [If weeds / bugs are not a problem:] [Scotts® Turf Builder®] / [**Insert Brand Name**]  
 [Artwork] If you have bugs: [Scotts® Turf Builder® with SummerGuard®] / [Scotts® Super Turf Builder® with SummerGuard®] / [**Insert Brand Name**]
- [Artwork] [Summer – June-August – If you need a grub control product: [Grub-Ex] / [**Insert Brand Name**]]
- [Artwork] Fall – September-November  
 [If weeds are not a problem:] [Scotts® Turf Builder® WinterGuard®] / [Scotts® Super Turf Builder® WinterGuard®] / [**Insert Brand Name**]  
 [Artwork] If you have fall weeds: [Scotts® Turf Builder® WinterGuard with Plus 2® Weed Control] / [Scotts® Super Turf Builder® WinterGuard with Plus 2® Weed Control] / [**Insert Brand Name**]

**-OR-**

**Seeding this spring and want to use Scotts LawnPro® Annual Program?**

To prevent crabgrass, barnyardgrass and foxtail and seed your lawn [Scotts recommends] / [we recommend] that you use this product in place of standard Step 1 [Crabgrass Preventer plus Lawn Fertilizer] / Scotts® Turf Builder® with HALTS® Crabgrass Preventer / [**Insert Brand Name**] in Scotts / LawnPro® Annual Program. Use Step™ 3 / Turf Builder Lawn Fertilizer / [**Insert Brand Name**] if crabgrass / barnyardgrass / foxtail/weeds are not a problem.

If weeds are not a problem, we recommend [that] you resume the regular feeding schedule in 2-4 weeks beginning with Step 3 Turf Builder® Lawn Fertilizer.

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If you have weeds, wait until your new grass has been mowed 4 times, then use Step 2 [Weed Control plus Lawn Fertilizer] / Scotts® Turf Builder® with Plus2® Weed Control / **[Insert Brand Name]** (Be sure to apply Step™ 2 before temperatures are consistently in the 90s)

**Recommended Program Claims**

- Scotts® BEST Fertilizer[s]
- Scotts / Our best annual program [for a picture perfect lawn]
- Gives you a thicker/greener lawn than / vs. regular **[insert Scotts product name]**
- Delivers more greening [power] than / vs. regular **[insert Scotts product name]**
- Lawn Pro®
- Designed for LawnPro® retailers/dealers
- Scotts® BEST annual program
- Four easy steps for / to a better lawn
- [Scotts®] 4 STEP™ Program
- [Scotts®] STEP™ 1 for new grass – use when [growing new grass] / seeding
- Now it's easy for you to have a better lawn
- Start anytime – You can begin the Annual [fertilizer / feeding] Program anytime of the year. Just check the month and select the appropriate STEP™ / Turf Builder product [listed]. [We recommend [that] you] apply the remaining products at [two-month intervals]/[recommended times]. [If weeds or bugs are not a problem substitute STEP™ 3 Turf Builder lawn fertilizer product.]
- Simple and easy – No more guesswork. You simply apply the right product – one at a time
- Guaranteed results – Each Scotts / STEP™ product is designed to the specific season to help give you a greener lawn. [Use Step 4 Lawn Fertilizer if weeds or bugs are not a problem.]
- **[Icon]** STEP™ 1
- **[Icon]** STEP™ 2
- **[Icon]** STEP™ 3
- **[Icon]** STEP™ 4
- Available only at authorized [Scotts®] Lawn Pro® dealers
- A SCOTTS® Lawn Pro® PRODUCT
- Available only at authorized [Scotts®] Lawn Pro® stores / retailers
- LawnPro® Annual [fertilizer / feeding] Program
- LawnPro® authorized dealers / retailers / stores

**SCOTTS ADVANTAGE® PARTICLE TECHNOLOGY**

**The Scotts Difference** – Unlike many fertilizers, every particle of 0.08% Meso + Fertilizer contains:

- Scotts patented timed released nitrogen
- [Phosphorus]
- Potassium

[Artwork: NPK]

**The Scotts Advantage®**

Each of Scotts exclusive All-in-One Particles®\* contains the guaranteed feeding of nutrients and weed preventer to provide consistent feeding and weed prevention to every treated square inch of your lawn. The result: A thick, green weed-free lawn without burning. **GUARANTEED!**

\*All-in-One Particles® = nitrogen, phosphorus, potassium and weed preventer ingredient contained in every particle

**Planting new grass? Start it off right!**

Just like people need the right food to grow and develop, [your] new grass also has special nutritional needs. [This product] / **[Insert Brand Name]** is specially designed to be used when planting new grass. It contains the /a [[perfect] balance] / [combination] of nutrients to help your new lawn grow strong roots and to grow in thick[er] and fast[er] [than if not fed at all]. Plus, it prevents bothersome weeds like dandelions and crabgrass [for [up to] 6 weeks] without harming your new grass!

**NOTE:**

EPA Reg. No. 538-317

**Bold, italicized text is information for the reader and is not part of the label.**  
[Bracketed information is optional text]. Text separated by / denotes and/or options.  
Underline text is new. ~~Strike-through text is being deleted.~~

**[Insert Brand Name]** can be used anytime you're planting new grass, whether it's starting a new lawn **[or]** reseeding / overseeding an existing one **[or]** installing / planting sod / sprigs / grass plugs.]

[For [the / your] [ultimate Scotts® Lawn] [best lawn], use with [Scotts® Turf Builder® LawnSoil] / [Scotts® Turf Builder Grass Seed!] **[Icon]**

**How to Care for Your New Grass**

**[Watering] [Water Icon]**

After you've planted your new grass, continue to water at least twice a day (or more frequently if the weather is hot), until it has been mowed 1-2 times. [Once your new grass is established, you can go back to a normal watering routine.]

**[Feeding] [Feeding Icon]**

**Note to PM: There are two different Feeding options within the How to Care for Your New Grass section. Either Option 1 or Option 2 will appear in its entirety on the final printed label if the How to Care for Your New Grass section is used.**

**Feeding Option 1:**

Feeding is important for all lawns, but it's especially important for new grass plants. To keep your new grass growing and to maintain a thick, green appearance; provide a follow-up feeding in 2-4 weeks with Scotts® Turf Builder® Lawn Food. [Once your new grass is established,] continue with regular feedings every 6 - 8 weeks [to provide the nutrients your lawn needs to crowd out weeds and withstand the stresses of heat, drought, and family activity.]

**Feeding Option 2:**

Feeding is important for all lawns, but it's especially important for new grass plants. To keep your new grass growing and maintain a thick, green appearance; provide a follow-up feeding in 2-4 weeks with **[Scotts® Turf Builder® Starter® Food for New Lawns]**. [If you live in an area where Phosphorous applications are restricted / limited, feed with Scotts® Turf Builder® Lawn Food instead.] [Once your new grass is established,] continue with regular feedings every 6-8 weeks [to provide the nutrients your lawn needs to crowd out weeds and withstand the stresses of heat, drought, and family activity.]

**[Mowing] [Mowing Icon]**

If you've seeded bare spots or a whole lawn, wait to mow the area until the new grass is at least 3 inches tall. [If you've seeded over your existing lawn, you can mow as needed, but try to cut back the frequency to limit traffic on the new seedlings.][Cut your grass only when it's dry and avoid mowing too short. You only need to remove [approximately/about] 1/3 of the height.]

**[Treating Weeds Bugs] [Weed & Bug Icon]**

Wait until you've mowed your new grass at least 4 times before treating the new grass with a crabgrass preventer or other weed-control product. [Always read the product label for specific information related to the weed-control product you are using.] [This product prevents weeds for 6 weeks.]

**[Treating Bugs] [Bug Icon]**

Most bug-control products can be used any time on newly planted grass. [Always read the product label for specific information related to the pest-control product you are using.]

**Note to PM: If this section appears on the Final Printed Label the language will appear in its entirety**

**Scotts & Your Environment**

- We Care – Scotts products are designed with care to grow thicker, greener lawns.

22/23

**NOTE:**

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- [Because] A Green Lawn Is A Good Lawn[®] – A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.
- [You Can] Make a Difference – Help keep our water resources clean. Apply this product only to your lawn. And sweep any product that lands on the driveway, sidewalk or street back on to your lawn.
- [Read and follow package recommendations and instructions for use.]

**Note to PM: If this section appears on the Final Printed Label the language will appear in its entirety**

**[Water Smart®] Tips for Lawncare Success**

- Feed Regularly For Your Best Lawn. [Regular feedings of 0.08% Meso + Fertilizer will help grow / build a lawn you and your family can enjoy. 0.08% Meso + Fertilizer provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.]
- Mow Your Lawn high. [Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.]
- Leave The Grass Clippings On Your Lawn. [This recycles plant nutrients back into the soil.]
- Conserve Water. [Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.]
- [Gives new grass essential nutrients needed go grow a deep and dense root system that [is better able to absorb water and nutrients [and]] / [make the most of every drop.] / [than an unfed lawn.]]

**[Icon] [[Scotts] Water Smart] Water Smart [Makes the most of every drop.]**

Well-fed lawns are more efficient at using available water. Feeding with Scotts® [Water Smart] fertilizer / lawn food helps grow / build a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses.

**Dedicated To A Beautiful World™**

Trusted by generations of homeowners, Scotts is dedicated to helping enhance and protect the beauty of your home environment. – Scotts®

SCOTTS...the lawn people

Lawn success made easy

Get Expert Advice for your lawn [NOW]

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn. Visit [scotts.com](http://scotts.com) or call [insert phone number]

Contact the Experts / Learn more at [insert phone number]

**[Questions/Comments / [Medical] Information]**

[phone **Icon**]

[Consumer] Helpline/Hotline / Call [now]: [insert phone number]

[computer mouse **Icon**]

Visit our website: [insert website]

[SMG Listed NYSE **Icon**]

[Manufactured / Sold / Distributed / Guaranteed By / For]

The Scotts Company

14111 Scottslawn Rd.

Marysville, OH 43041

[Made in U.S.A./Product of \_\_\_\_\_ [(with US and imported parts / products)]]

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**WARRANTY / GUARANTEE INFORMATION**

**Notice:** To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

**Scotts [No-Quibble / Consumer] Guarantee[®]**

If for any reason you [the customer / consumer] are not satisfied [with the results] after using this product, you are entitled to your money back. Simply send us [original] proof of purchase and we will promptly mail you a refund.

**-OR-**

If for any reason you are not satisfied with this product, mail us proof of purchase to obtain a full refund of your purchase price.

**TRADEMARK / PATENT / COPYRIGHT INFORMATION**

U.S. Patent No. X,XXX,XXX patent – ***information will be added to FPL***  
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